



# NORA ZHUOHUA CAO

## Kaleidoscopic Marketer

### PERSONAL PROFILE

I'm hyper-observant, a photographer and they make for an interesting and unusual set of skills for a marketer, which is what I am. I like to figure out different approaches to marketing using a broad array of digital marketing methods. I love to learn new things and think about ways to mix match them elsewhere. That's the sort of job I'm looking for, melding observation, different perspectives and digital novelty.

### EDUCATION

**University of Florida- Gainesville, FL**  
May 2019

Bachelor of Science in Business Administration,  
**Marketing**  
Minor: Spanish GPA: 3.83 / 4.00

Study Abroad:

**Hong Kong University of Science and Technology**  
August 2018- December 2018

**Spanish Language and Service Learning-  
Dominican Republic**  
May 2016- June 2016

### TECHNICAL SKILLS

Microsoft Excel certified  
Google Analytics  
Google AdWords  
WordPress  
Salesforce  
Tableau  
Java, C#

### LANGUAGE SKILLS

English   
Mandarin Chinese   
Cantonese   
Spanish 

### CONTACT INFORMATION

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### PROFESSIONAL EXPERIENCE

**Igenomix USA- Miami, FL**

**July 2019- July 2020**

*Marketing Specialist*

- Produced and managed social media and website content for the US and Canadian subsidiaries, increased social media followers by 146%, strengthened content management and copywriting skills
- Assisted in new product launches by designing product landing pages and translating product brochures to fit the Chinese American consumer group, demonstrated web design and translation skills.

**Perth Leadership Institute (PLI)- Gainesville, FL**

**July 2018- May 2019**

*Digital Marketing Intern*

- Collaborated with Ted Prince (CEO of PLI) and New World Press to launch Ted's new book *How Founders can Bring Success to the New Silicon Valley in China*, attracted more than 50 attendees to the launch conference, strengthened communication and organizational skills
- Established and managed Chinese social media accounts including WeChat and Weibo, attracted more than 500 followers by constantly posting content, developed marketing and social media skills

**Law Offices of Marie Cheung-Truslow- Boston, MA**

**June 2018- July 2018**

*Marketing Intern*

- Increased visibility of the company by establishing a LinkedIn company page and developing the company website using WordPress and CSS, demonstrated branding and web design skills
- Organized and sorted over 14,000 company contacts using Excel, strengthened data analysis skill

**Mentor National- Gainesville, FL**

**September 2016- December 2016**

*Marketing Intern*

- Analyzed data collected from seminars at the University of Florida and the University of Miami, conducted reports based on the analysis, strengthened computer skill and data analysis skills
- Proposed and implemented promotional plans for company service, developed planning and marketing skills

### LEADERSHIP & INVOLVEMENT

**Chinese Student Association- Gainesville, FL**

**September 2015- May 2018**

*Director of Event Planning (2017-2018), Officer of Event Planning (2015-2016)*

- Planned and directed the Chinese Spring Festival Gala in which over 900 people attended, demonstrated leadership abilities and event planning skill
- Collaborated with other committees to direct over ten events per year including an orientation for incoming Chinese students, language workshops that promoted intercultural interactions, and the Mid-Autumn Festival that had over 800 attendees

**La Sala de Tarea- Dominican Republic**

**May 2016- June 2016**

*Teacher Assistant*

- Planned and taught lessons in Spanish for over 20 underprivileged children from the ages of 2 to 16
- Organized activities that promote friendship, family, and community, utilized creative, interactive methods to teach important concepts